

CPB'S NATIVE AMERICAN MUSIC PROGRAM SERVICE DISCRETE REQUEST FOR PROPOSALS

BACKGROUND

CPB has supported Native American programming and radio stations for more than 30 years. In just the last five years, CPB has invested more than \$10 million to support Native American stations, and has awarded nearly \$4 million in competitive funds support for programming and other projects.

These investments have had great impact. For example, Koahnic Broadcast Corporation's *Native America Calling*, an interview and call-in program about Native American issues and *National Native News*, a daily five-minute newscast, achieve almost universal live carriage on Native American stations. These programs are distributed to Native American stations by the CPB-supported American Indian Radio on Satellite (AIROS) network. Other programming distributed by AIROS, such as *Native Sounds - Native Voices (NSNV)*, has also proven to be an important component in a program service feed that enables stations to extend their on-air hours in an affordable manner. Nevertheless, this program service feed, including *NSNV*, is not fully meeting the needs of many Native stations.

In order to continue CPB's commitment to Native audiences and take the next step toward a stronger and more responsive program service, CPB is releasing this discrete Request-for-Proposals for a daily (4-6 hours) Native music program service relevant to Native American audiences, that can be a main component of the AIROS program service feed to stations. Furthermore, this new music program service will replace *Native Sounds - Native Voices* in the AIROS program feed and CPB understands that *NSNV* will cease production.

PURPOSE

CPB seeks to extend public radio's service to Native American audiences and stations looking for a new music service by supporting the creation of a meaningful, significant, and sustainable music program service that will be distributed via American Indian Radio on Satellite (AIROS). This CD-based music program should be 4-6 hours, seven days per week, and take advantage of automation systems and technologies developed by and/or in use by other public radio music program productions, such as *World Café* and *JazzWorks*.

Members of CPB's radio staff are available to help you develop your ideas and your proposals and to answer any questions you may have. For information, please email radiofunds@cpb.org, or call (202) 879-9810. Additionally, applicants are encouraged to consult with Peggy Berryhill (peggy@cnapr), Director of Services and Planning, Center for Native American Public Radio (CNAPR), to hone their program ideas to ensure their proposals meet the needs of Native American stations. CNAPR will not make the final grant decision.

PRIORITIES

- A program service with a music mix that is relevant to and/or universal to Native American audiences across the country, and with a realistic potential to increase the value of the AIROS program service to Native American stations.
- A program service that can be localized by stations and used as part of an automation system that enables stations to extend their on-air hours in an affordable manner, e.g., overnight programming or other day-parts.
- Program production that takes advantage of existing automation, technology and other system infrastructure and capacity to maximize production efficiencies, lower costs, and increases long-term sustainability.

- Projects that can demonstrate a commitment in the Native Station community to air the programming to be created.
- Programs that may extend the AIROS program service to non-native stations.
- Programs that have the potential to demonstrate long-term sustainability.

CPB will evaluate proposals on the basis of individual and comparative merit. CPB reserves the right to fund outstanding proposals that address the aforementioned Purpose and Priorities of this Request for Proposals but which may go beyond the priorities stated here.

ELIGIBILITY

- Any person or institution may respond to this Request for Proposals (RFP). Joint proposals from multiple parties are encouraged.
- Programs *currently funded* by CPB are eligible for additional CPB funding, provided that their objectives are consistent with the purpose and priorities outlined above.
- Single year projects are NOT eligible.
- Applicants selected for funding **MUST** be ready to commence distribution of their programs through AIROS no later than July 1, 2005.

APPLICATION PROCEDURES

Apply at <http://www-dev.cpb.org/radio/nativeamericanmusic/application.html>.

Applications must consist of:

- Application Form**, filled out in its entirety.
- Project Narrative**, a written (maximum of five pages) description of the project that clearly articulates:
 - project goals,
 - how the goals relate to the priorities of this RFP,
 - objective measures proposed to evaluate project outcomes, and
 - how the project represents a wise and efficient use of CPB funds.
- Itemized Project Budget**, the financial plan for the project presented in spreadsheet format, tailored to the request, and identifying how each line amount was calculated. (For additional guidance, see the accompanying [budget information sheet](#).)

Applicants are responsible for providing all required materials. CPB may, at its discretion, initiate discussion with any applicant to obtain clarification or additional information.

Do not submit content samples, unless requested by CPB staff.

Do not submit proposals by fax. They will not be accepted.

Any submission to CPB will become the property of CPB (not including any intellectual property rights contained in such submission).

Each applicant guarantees that the full and complete rights to all information and materials have been secured. Each applicant also guarantees that all such materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party. CPB is not responsible for any violation of copyright, trademark, patent, trade secret, or other rights that may result from disclosure made by response to this RFP, and each applicant in submitting information or materials shall be deemed to indemnify and hold CPB harmless from any such claims made with regard to such applicant's information or materials.

By submitting a proposal in response to this RFP, each applicant grants to CPB the right to duplicate, use, disclose, and distribute all of the submitted materials for purposes of evaluation, review, and research. CPB will not consider the proposal or any of its supporting materials to be confidential. CPB intends to disclose the materials to various employees and possibly to experts outside CPB's employ to determine the merits of the proposal. It is understood that no confidential relationship is entered into by reason of CPB's consideration of the proposal or any of the materials.

CPB is not responsible for loss or damage to the materials submitted to CPB, or for any unauthorized use or misuse of the submitted materials by any third party.

CPB is not required to return any submitted materials to any applicant.

Applicants may withdraw a proposal at any time by written notice to CPB.

Solicitation of proposals by CPB does not constitute an agreement by CPB to extend funding to any party under this RFP. CPB may, in its sole discretion, elect not to pursue projects under this RFP in any manner.

DEADLINE

Receipt at CPB by 5:00 pm East Coast time on Friday, March 18, 2005.

REVIEW AND SELECTION

The process will begin with CPB staff review, after which applicants may be invited to submit additional detail and to provide content samples, if appropriate. CPB may forward such additional materials to outside experts, who will advise CPB regarding each project's merits and consistency with this RFP's purpose and priorities. Most funding decisions will occur no sooner than 4 weeks after submission. While we seek input and advice, funding decisions are CPB's alone.

OTHER

Projects selected for funding may receive requests for additional detail, including project timeline and cash flow projections. CPB may ask applicants to work with other individuals or institutions to achieve proposed outcomes. Applicants may neither begin work nor announce funding before a grant document or contract has been executed.

When CPB selects a project, CPB will require the applicant to sign a binding CPB grant document or contract containing terms acceptable to CPB. Until a grant document or contract is signed by both the applicant and CPB, CPB makes no express or implied commitment to support a project financially. CPB cannot authorize applicants to commence work on a project until the grant document or contract is fully executed. If an applicant opts to commence work, it will be at the applicant's own financial risk, and

CPB will not reimburse any expenses if CPB elects not to enter into a contractual relationship with the Applicant. No oral or written statements other than the signed, written grant document or contract will govern or modify the relationship.

Those receiving funds from CPB must be able to comply with a number of requirements that will be included in the operative agreement. All Applicants are advised to familiarize themselves with these [Grant Requirements](#) before applying. Applicants should read [Terms and Conditions for Television, Radio and Other Media Production Grants](#) in advance of submitting any proposal.